

Peter L. Michaelson  
NJ, NY, PA Bars

Robert M. Wallace  
NY, CA Bars

John C. Pokotylo  
NJ, NY Bars

Michael P. Straub  
NJ, NY Bars

Glenn B. Foster  
NY, MA, D.C. Bars

Christopher R. Balzan  
CA Bar

Craig S. Fischer  
CA Bar

Eric J. Agaard  
CA Bar

Jeremiah G. Murray  
Patent Agent

Of Counsel:

John T. Peoples  
NJ Bar

Ronald L. Drumheller  
NY Bar

Edward M. Fink  
NJ, NY, D.C. Bars

Internet Address:  
[mail@mandw.com](mailto:mail@mandw.com)

Web Site:  
<http://www.mandw.com>

Please reply:

- ☒ Parkway 109 Office Ctr.  
328 Newman Springs Rd.  
P. O. Box 8489  
Red Bank, NJ 07701  
Tel: 732-530-6671  
Fax: 732-530-6584 or  
732-530-6585  
Videoconference:  
732-224-0132 (ISDN)

- ☐ 1001 Partridge Drive  
Suite 330  
Ventura, CA 93003  
Tel: 805-644-4035  
Fax: 805-644-8046

# MICHAELSON & WALLACE

A Partnership of Intellectual Property and Technology Lawyers

July 12, 1999

Assistant Commissioner for Patents  
Washington, D. C. 20231

Sir:

In connection with the following utility  
patent:

Applicants: **Rick W. LANDSMAN, Wei-Yeh LEE**

Case: **UCC-1/CIP**

Serial No.: **09/237,718**

Filed: **January 26, 1999**

Title: **A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED  
USER-TRANSPARENT NETWORK-DISTRIBUTED ADVERTISING  
AND FOR INTERSTITIALLY DISPLAYING AN  
ADVERTISEMENT, SO DISTRIBUTED, THROUGH A WEB  
BROWSER IN RESPONSE TO A USER CLICK-STREAM**

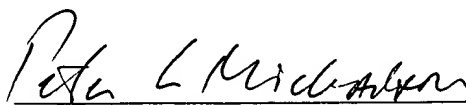
We have enclosed the following material  
herewith:

- XX** Check (\$756.00);
- XX** Postcard receipt;
- XX** Verified Statement Claiming Small Entity  
Status (filed in prior application);
- XX** Additional Claim Fee Transmittal (in  
duplicate); and
- XX** Preliminary Amendment with two (2) sheets  
of red-lined corrected drawings  
(FIGs. 9A and 14).

In the event this check is unacceptable,  
insufficient or is omitted, please charge any additional  
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Respectfully submitted,

MICHAELSON & WALLACE

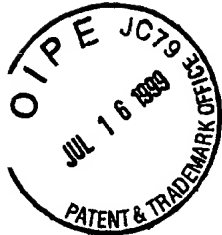
  
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I hereby certify that this correspondence is being deposited on **July 13, 1999** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

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STATEMENT CLAIMING SMALL ENTITY STATUS (37 CFR 1.9(f) & 1.27(c))--SMALL BUSINESS CONCERN		Docket Number (Optional) UCC-1/CIP
Applicant, Patentee, or Identifier: <u>Rick W. LANDSMAN, Wei-Yeh LEE</u>		
Application or Patent No.: <u>09/237,718</u>		
Filed or Issued: <u>January 26, 1999</u>		
Title: <u>A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED USER TRANSPARENT NETWORK-DISTRIBUTED INTERSTITIAL WEB ADVERTISING THROUGH USE OF AN ADVERTISING TAG EMBEDDED IN A REFERRING WEB PAGE (as amended)</u>		
I hereby state that I am: <input type="checkbox"/> the owner of the small business concern identified below: <input checked="" type="checkbox"/> an official of the small business concern empowered to act on behalf of the concern identified below:		
NAME OF SMALL BUSINESS CONCERN <u>Unicast Communications Corporation</u>		
ADDRESS OF SMALL BUSINESS CONCERN <u>650 Fifth Avenue, 9th Floor</u> <u>New York, NY 10019</u>		
<p>I hereby state that the above identified small business concern qualifies as a small business concern as defined in 13 CFR Part 121 for purposes of paying reduced fees to the United States Patent and Trademark Office. Questions related to size standards for a small business concern may be directed to: Small Business Administration, Size Standards Staff, 408 Third Street, SW, Washington, DC 20416.</p> <p>I hereby state that rights under contract or law have been conveyed to and remain with the small business concern identified above with regard to the invention described in:</p> <p><input type="checkbox"/> the specification filed herewith with the as listed above. <input checked="" type="checkbox"/> the application identified above. <input type="checkbox"/> the patent identified above.</p> <p>If the rights held by the above identified small business concern are not exclusive, each individual, concern, or organization having rights in the invention must file separate statements as to their status as small entities, and no rights to the invention are held by any person, other than the inventor, who would not qualify as an independent inventor under 37 CFR 1.9(c) if that person made the invention, or by any concern which would not qualify as a small business concern under 37 CFR 1.9(d), or a nonprofit organization under 37 CFR 1.9(e).</p> <p><input checked="" type="checkbox"/> each person, concern, or organization having any rights in the invention is listed below. <input type="checkbox"/> no such person, concern, or organization exists. <input type="checkbox"/> each such person, concern, or organization is listed below.</p> <p>Separate statements are required from each named person, concern or organization having rights to the invention stating their status as small entities. (37 CFR 1.27)</p> <p>I acknowledge the duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.28(b))</p> <p>NAME OF PERSON SIGNING <u>Richard V. Hopple</u></p> <p>TITLE OF PERSON IF OTHER THAN OWNER <u>Chairman &amp; CEO</u></p> <p>ADDRESS OF PERSON SIGNING <u>650 Fifth Avenue, 9th Floor</u> <u>New York, NY 10019</u></p> <p>SIGNATURE <u>[Signature]</u> DATE <u>7/14/99</u></p>		

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, D 20231.